



JOB DESCRIPTION

Position Title: Marketing and Community Outreach Coordinator Department: Museum Experience Reports to: Director of Museum Experience

Classification: Part-Time Non-Exempt

Position Summary:

The Marketing and Community Outreach Coordinator will improve community and national knowledge of the Museum and the programs, exhibits, and events it offers. Responsibilities include organizing marketing campaigns and developing strategies to increase attendance and participation, long-term growth, and communication of Museum goals.

Essential Job Functions:

The Marketing and Community Outreach Coordinator's responsibilities include, but are not limited to:

- Marketing
 - Work with team leads, directors, and stakeholders to determine marketing direction for projects
 - Assist the Director of Museum Experience to create content for new directives, including strategic plan, identity, and digital strategies
 - Conduct marketing research and analyze consumer rating reports/surveys
 - Facilitate communication with downtown and neighboring organizations, businesses, and schools
 - Produce marketing dashboards and reports using Microsoft Excel, PowerPoint, and various third-party tools (e.g. Google Analytics, Facebook Insights, Hootsuite)
 - Demonstrate a desire to learn all disciplines of digital marketing and technology, specifically non-profit and museum focused

- Website and Digital
 - Assist the Director of Museum Experience in creating and updating information on NHM website and social media
 - Troubleshoot issues and continually improve website to generate inquiries and awareness for its offerings
 - Keep up-to-date on web trends and limitations (especially in online marketing)
 - Advocate for, experiment with, and guide the user experience on the website
 - Lead, support, and defend best practices and user-centered design decisions
 - Plan information architecture by studying website concept, strategy, and target audience
 - Maintain and store photo/graphic files for media kits for the public, sponsors, or vendors
 - Create and update department PowerPoint presentations

- Public Relations



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- Assist the Director of Museum Experience with the writing, editing, copying, proofreading, design, and production of press releases and newsletters, advertisements, exhibition materials, and Museum signage when applicable
- Coordinate special event and program advertising, invitations, signage, collateral, promotional materials, and follow-up communications
- Provide to the media and public any branded marketing campaigns for new and existing initiatives as needed, including comprehensive marketing plans, logos, taglines, branded print collateral, promotional items, and original marketing copy
- Assemble and distribute press kits
- Help manage and create email lists, groups, interests, and opt-in/opt-out strategies
- Develop and maintain relations with media and negotiate pricing for promotional packages
- Assist with donor relations
- Develop local marketing and communications plans in conjunction with Museum goals, objectives, and strategic plans

Minimum Qualifications:

- Education
 - A bachelor's degree in marketing, public relations, communications, English, or related field
- Experience
 - Two plus years of experience in marketing, communications, public relations, or related field
 - Demonstrated experience with projects from conception through production
 - Strong print and digital experience
- Required Skills
 - Demonstrated typographic and conceptual abilities
 - Ability to multi-task and adapt to changing deadlines and priorities
 - Ability to work independently, collaboratively, and under pressure
 - Excellent communication, presentation, and diplomacy skills
- Preferred Skills
 - Knowledge of email marketing, website, and social media programs
 - Driven, creative, and quick to learn
 - Knowledge of Greek language

Physical Requirements:

Must be able to sit for long periods of time

LIMITATIONS AND DISCLAIMER

The above job description is meant to describe the general nature and level of work being performed; it is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required for the position.